

## **ABSTRACT OF THE DISCLOSURE**

An intelligent label that informs consumers of product quality criteria. The intelligent label includes message indicators that reversibly or irreversibly change color and exhibit a large hysteresis characteristic in response to a temperature change. The message indicators are selected from the group consisting of product quality messages, medical messages, emergency messages, spiritual messages, joke messages, health messages, warning messages, trivia messages, astrological messages, riddle messages, cartoon indicators, and symbol indicators.